

Philip Morris USA

Pricing

PRICING - W/E 12/31/94 1/7/95PERFORMANCE ISSUESPRICES

- C-store Pack Gap remained at ~~YTD~~ ^{52 week} low:
flex fund activity stabilized

\$ Gap

% Gap

1/7/95

12/31/94

CHANGE VERSUS

WK AGO4 WKS AGO1/8/94

\$0.55 ✓

\$0.00 ✓

(~~\$0.04~~) (.05) (\$0.02) ✓

41% ✓

0% ✓

(4%) ✓ (~~1%~~) ~~(2%)~~

- Supermarket Carton Gap ^{relatively} unchanged:
stable flex fund activity

\$ Gap

% Gap

\$4.76 4.89 (~~\$0.02~~) .13 (~~\$0.07~~) (.04) \$0.35 .48
42% 43% 0% 1% 0% ✓ 5% 6%

INCIDENCE

- Basic's price disadvantage: ^{increased}
- With Lowest Discount packs decreased
- Avg \$ Disadvantage w/Lowest
unchanged decreased

78% 79%

(2%) 1%

0% ✓

26% 27%

\$0.31 30

\$0.00 (.01)

(~~\$0.01~~) 0

\$0.01 0

- ≤99¢ Incidence remained at early 1994
levels. decreased

15% 14%

1% (1%)

(1%) ✓

0%

- Mon & chain ^{money off incidence}
~~declined~~ ~~to 22%~~
to Get to West
level since October

32%

-4%

0%

10%